

Attach your photo here

Comité Asesor de la Iniciativa Hispano/Latina

En nombre de los 7 millones de niñas latinas viviendo en los Estados Unidos y Puerto Rico, deseamos expresar nuestro agradecimiento al Comité Asesor por su infatigable y valioso aporte en la preparación de la primera campaña bilingüe que usa los factores culturales para realzar la autoestima y fomentar la salud y bienestar de nuestras niñas.

Hispanic/Latino Initiative Steering Committee

On behalf of the 7 million Latina girls living in the United States and Puerto Rico, we would like to express our appreciation to the Steering Committee for their tireless guidance in the development of the first bilingual campaign that uses cultural factors to enhance the girls' self-esteem. Their efforts will foster their health and well-being for years to come.

Ruth Sánchez-Way, PhD Director

Center for Substance Abuse Prevention Substance Abuse and Mental Health Services Administration U.S. Department of Health and Human Services

Luisa del Carmen Pollard, MA *Chair SAMHSA's Hispanic/Latino Initiative Steering Committee Rockville, MD*

Ana Anders, LICSW
Senior Advisor on Special
Populations
National Institute on Drug Abuse
National Institutes of Health
Bethesda, MD

Myrta Cardona
Coordinator
LaJoya Independent School
District
ACE Program
LaJoya, TX

Jaime Delgado
Director of Services
School of Public Health
University of Illinois at Chicago
Chicago, IL

Patricia B. Fennell
Executive Director
Latino Community Development
Agency
Oklahoma City, OK

Eduardo Hernández-Alarcón, PhD Director CalPartners Coalition Sacramento, CA

Guadalupe G. Lara, MSW
Manager
Supporting Children & Families
Through Peaceful Mediation of
Conflicts
Children's Hospital of Michigan
Allen Park, MI

Henry Catano Lozano

President and CEO

Californians For Drug-Free

Youth, Inc.

Big Bear City, CA

Mireya Martinez
Coordinator
Girls Advocacy Project
Department of Juvenile Justice
Miami, FL

Norma Nieves-Blas, MSW, CPP
Deputy Director
Bureau of Alcoholism &
Substance Abuse Services
(BASAS)
Department of Mental Health,
Mental Retardation and

Eduardo Olivarez

Executive Director

Rio Grande Valley Council on

Alcohol & Drug Abuse

Edinburg, TX

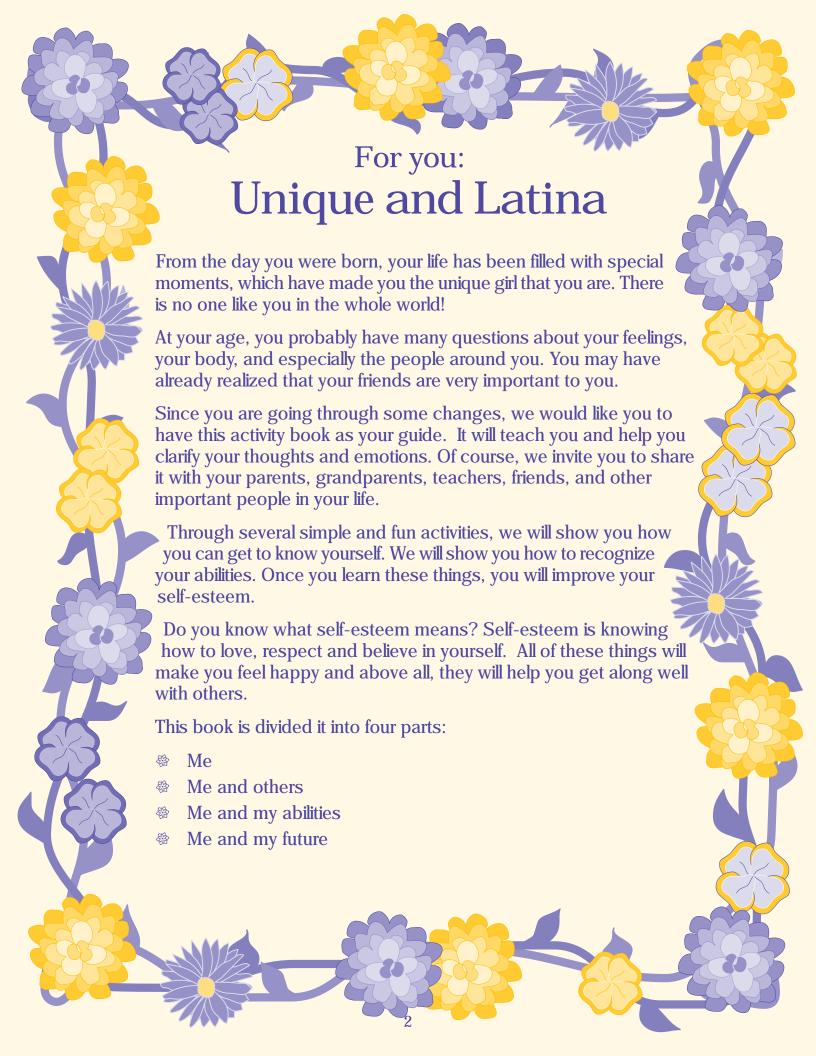
Alcoholism Services

New York, NY

Vera O. Pina, MSW
National Consultant in Human
Service Leadership
Oconomowoc, WI

Irene Redondo-Churchward
Executive Director
SPIRITT Family Services
(formerly Project INFO
Community Services)
Whittier, CA





Pssst... Pssst...

Do you know what shyness is?

It is when you are afraid to speak or act in front of other people.

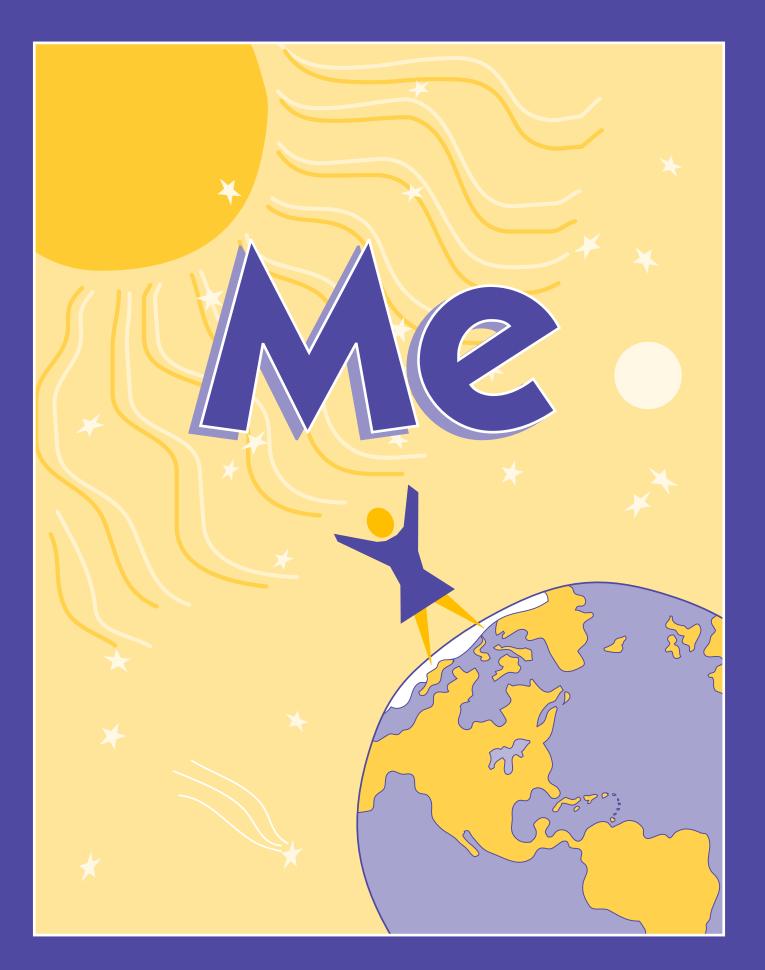
This is natural. It is often difficult to say "out loud" what we are thinking or what we want. The activities in this book will allow you to write everything that comes to your mind.

Once you have thought about your feelings, write them down. You will then find it easier to share your thoughts.

The following box contains a secret code, which you can use in any of the activities. Oh! You can also invent your own code!

0		You	r Se	ecret	Cod	le	
A	apple	J		jar	S	~~~	sun
в	butterfly	K	C.	kangaroo	Т	T	telephone
C	cat	L		lemon	U		umbrella
D 💮	diamond	М		moon	v	3	vase
E	eye	N		nose	W		witch
F	flower	0	(1)))	orange	x		xylophone
G ①	goldfish	P	93. B	popcorn	Y	0	yoyo
H	hat	Q		queen	Z	THE	zebra
I	ice cream	n R		rainbow			



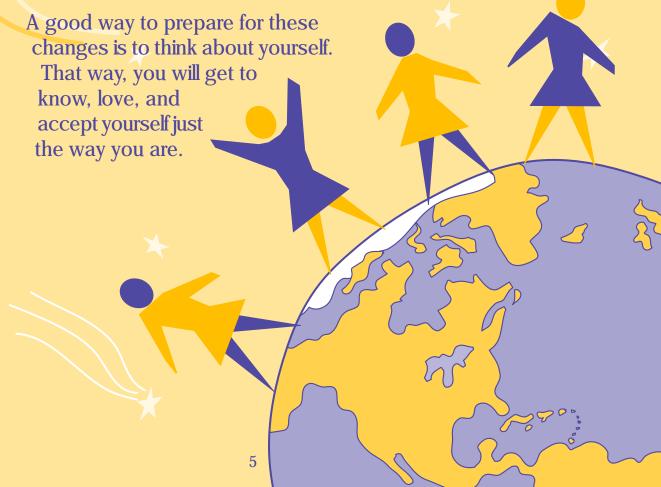




At some time in our lives, we all ask ourselves: Who am I? What will become of me? At your age, you may have already begun to ask yourself these questions.

Because you are entering "adolescence," a stage of changes which lasts several years, you will become aware of some changes in your way of thinking, feeling, dressing, and reacting.

You may already feel these changes. For example, you may realize that your thoughts and interests are different from when you were younger.



Who Am I?

Ask yourself over and over again. "Who am I?" That way, you will know what you like, what worries you, and what your feelings are.

mame is	years old
m	
vas born in	
ethnic background is	
eel important when	
eel happy when	
hat I like most about school is	
- favorite book is	
to favorite food is	
hobby is	
Arr favorite song is	
My favorite celebrity is	
I fool sad when	
I I - norm when	
161 I torod when	
at about my family is	
What I like most about my family is	

What am I like?

What does it mean to accept yourself as you are? It means that you know how to appreciate your good manners, and how to improve those that are not so good.

This means that you have created your own image. It also means that everyone who cares about you has helped you form that image.

Through this exercise we invite you to think about what you are like and how you act in your everyday life.

Pay attention to the way you behave at home, at school, and with your friends. This will help you know yourself better and it will help you answer the question, "What am Like?"

As a daughter I am...

As a sister I am...

As a student I am...

As a friend I am...

As a granddaughter I am...

My ABC's



When you have finished the previous exercise you will be able to see what you like about yourself. And when you know more about your qualities you will know if there are certain things that you don't like about yourself.

These exercises are very important since they are the first step toward knowing how to obtain a positive self-esteem, which will make you happier.

For each letter of the alphabet, write down a word which best describes you. We have given you a few examples.

		\$
A	J	9
D	K	<u>T</u>
Curious	Latina	Unique
unous		V
D	<u>M</u>	
E	N	W
	0	e x traordinary
F		y
G	P	
Hispanic	Q	7
		_

What do I want to change and what can I change?



Happy and sure of yourself

Well, you know how important your selfesteem is. Now you should learn that your self-esteem is a part of everything that you do every day. From how well you do in school to how you behave as a daughter, sister, or friend.

If you have a positive self-esteem, you will feel better about yourself. As you grow, you will feel sure of yourself and be friendly, lively, happy, and affectionate. And most importantly, you will be successful in life.

n

If you have a poor self-esteem, on the other hand, you will feel insecure, sad, and as though you are a failure.

Your self-esteem can vary because of different things that can happen in your life. Maybe you can't even explain some of them. Others can make you feel as though you were in the middle of a puzzle. Don't worry; this is normal.

The important thing is that you realize which things make you feel secure and happy.

d

S

a

Read the following words. Using red ink, circle those that describe a positive self-esteem. Using green ink, circle those that indicate a low self-esteem.

u X W **Jealous** S p u e r \mathbf{X} Respectful k d h 0 W 0 n e Z Affectionate d m e 0 u 0 Aggressive m b d g \mathbf{X} 0 a q a Scary 1 **Timid** b n r n q u Secure d Z y **Optimistic** d t W \mathbf{Z} W **Pretty** 1 t y S \mathbf{e} q y q m \mathbf{C} Clever m u C 0 0 Ugly i d u q p Weak t \mathbf{Z} \mathbf{Z} k g Z 1 k q S a a r u k p p e p y V k

u

e

u

W

p

What I think

Knowing yourself means that you know who and how you are. This is a big step toward developing your personality and self-esteem.

By recognizing your qualities, and the things that require more effort, it will be easier to know what helps you have a high or low self-esteem.

If you try, this can help you improve the way you act.

Look at the following situations. In each square, draw the matching symbol to show which ones you think will help you improve your self-esteem and which ones won't.



= Helps improve my self-esteem



= Lowers my self-esteem

I eat fruits and vegetables every day Example	I feel loved by my parents	When my parents argue, I feel responsible	I don't care about my personal cleanliness	My friends don't talk to me
I like what I see when I look in the mirror	I eat a good breakfast every morning	When I am angry I become aggressive Example	Ichoose my clothing carefully	When I don't understand something, I feel dumb
When I feel sad, I lock myself in my room and I don't seek help	I treat all people with respect	I care for and groom my hair	I never say "no," in order to have friends	My favorite foods are pizza, french fries and sweets
When others make fun of me, I feel dumb	No one pays attention to me	I like to find out about my family history	I practice my favorite sport	Ifeel sure of myself when I give my opinion
Ifeel loved when my parents hug me	Irecognize my right to say "no"	I ask for what I need	Iwatch TV for many hours	Ifeel proud of what I do well



Write down your morning, afternoon, and evening activities. Then, think about them so that you can get to know yourself.



5:00 am Sleep		2:00 pm
6:00 am	12	3:00 pm
7:00 am	TT	4:00 pm
8:00 am	10	5:00 pm
9:00 am	9	6:00 pm
10:00 am		7:00 pm
11:00 am	8	8:00 pm
12:00 pm	7-6	9:00 pm
1:00 pm		10:00 pm



Think about what you did today. You will notice that it was many things. Think about which ones made you feel good and which ones didn't.

J	8
Activities that made me feel good	Why?
1 I helped my brother with his art project.	Because I like to help him.
2 I played soccer.	Because I got together with my friends.
3	
4	
5	
6	
Activities that did not make me feel go	ood Why not?
1 I watched TV and talked on the phone.	I did not do my homework.
2	
3	
4	
5	
6	

and others

Me and Others

If you are following the activities in this book you are certainly part of two cultures: one from the country your family originally came from and the other from the United States.

Each person is born in a country and continent. Maybe your parents, brothers or sisters, aunts and uncles, cousins, and grandparents have told you a little about their own country. When they talk about their customs, this is called "culture." What does culture mean? It is your way of thinking, your way of being, and your values.

With the following exercise, you will get to know more about your family and your cultural background. On the next page, below the photos, write down your relatives' names and something you know about them.

To give you an idea, ask yourself the following questions as an example.

Who were your greatgrandparents? Who are your grandparents?

Where do they live or did they live?

What is their background?
In what part of the country do they live or did they live?
How is it different from other areas?

How do they spend their time?
How many aunts and uncles
do you have?
What do they do?
How many cousins do you
have?

What are their names?
What grades are they in?

If you don't know the answers, ask! Maybe your parents, grandmother, sister, godmother or godfather can help you.

My family is... Paste photos of your friends and family here.

Write some into	rmation about them.
	5

My Culture

"Culture" is a group of customs, values and traditions of a country or region that is passed down from parents to their children. It is the language, history, and religion of each one of us.

The traditions of your family and the customs they observe are part of your culture. Through them you can better understand your parents' and grandparents' way of thinking. When you understand it, you will feel very proud of your culture.

As you answer these questions, you will have a clearer understanding of your family and culture.

Where were my parents born?
My background is
Where is this country?
How many people live there?
How many races are there?
What race (or races) is my family?
The most popular traditions of the country are:
The most important celebrations are:
1)
2)
3)
How and where are they celebrated?
What is the most popular food?
How is it prepared?
What is the favorite music?

My Values

It is very important to know yourself and feel good about yourself. Knowing about your heritage and values will help you understand yourself and your background better.

What are values? You get cultural values from your family and the society in which you live. They are guides that show you how to live and how to act. Therefore, they have great meaning in your life.

If you don't act according to your values, you can't be happy!

My Two Worlds

	Things that I like about Latin American culture:
Example: t	
Example:	
	A Amorican culture:
	Things that I like about North American culture:
Example: tl	ne music
<u> </u>	

Knowing Yourself Better

Understanding your values will help you get to know yourself better. Recognizing them will also help you raise your selfesteem and feel happier.

Write down five of your most important values and explain how you practice these in your daily life.

What do I value?	How do I practice it?		
Example: Respect	I treat others with respect so that they will respect me		
1.			
2.			
3.			
4.			
5.			

Important Women in My Life

As you grow up, many people and things will influence you. They will help you think, feel, and act in a unique way.

Among these people are your parents, grandparents, sisters and brothers, teachers, friends, godparents, and acquaintances.

Many of these people are probably women that you admire and that are very important to you.

Identify some women you admire who you would like to interview.

Write down the qualities that you like the most about them and that you would like to develop in yourself.

Name	What do you like about her?	Which qualities would you like to develop in yourself?
1. Aunt Victoria	She is very generous	Share more with my sisters and brothers
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9. \ \	\	
10.		
11.		
12.		

My Friends

At your age, your friends are very important to you. While you are with your friends, you feel that you are part of a group. Like you, all of them are developing. Almost all have the same feelings, taste, and behavior. That's why they are so special to you and you feel good when you are with them.

But even though they are friends, sometimes they will pressure

you to do things that you don't agree with, don't like or that are against your values.

Cigarettes and alcohol are not good for your health. Your friends can't make you smoke or drink. Remember that a good friend will not make you do things you don't want to do. A good friend will respect your right to say "NO."



Always Sure of Yourself

If you can say what you really feel firmly and clearly, this means you are assertive. It also means you can exercise your rights while respecting others.

On the other hand, if you become angry or aggressive, you will get nowhere.

Sometimes it is hard to say "NO." But, if you prepare yourself to respond to your friends with confidence, things will turn out easier.

your family, and your friends.

You will feel good about yourself,

Be assertive!



Practice Your Assertiveness

To learn to be assertive, keep in mind and practice the following:

- Clearly express your needs, ideas, and feelings
- Say "no" without feeling bad or guilty
- Express your feelings, whether they are good or not so good
- Try to find the cause of your anger
- * Try to find a solution to your problems
- Express your anger without hurting others
- Treat your feelings and needs as important
- Demand to be treated with respect
- When you have problems, seek help from your family, your teacher, or someone you trust
- Respect the rights of others

Now that you know how to be assertive and firm, practice together with your friends different ways to say NO...when others offer you cigarettes, alcohol, or illegal drugs.

THEY SAY	YOU RESPOND
Example:	Example:
Come on, smoke with us; or are you a baby?	I don't need to smoke to feel big.
If you don't drink with me, that means you don't love me.	
Have a beer; it won't h <mark>urt you</mark> .	V
If you want to be popular, learn to drink.	
In order to be part of this group, you have to do drugs.	



Example: My best friend is Sofía.

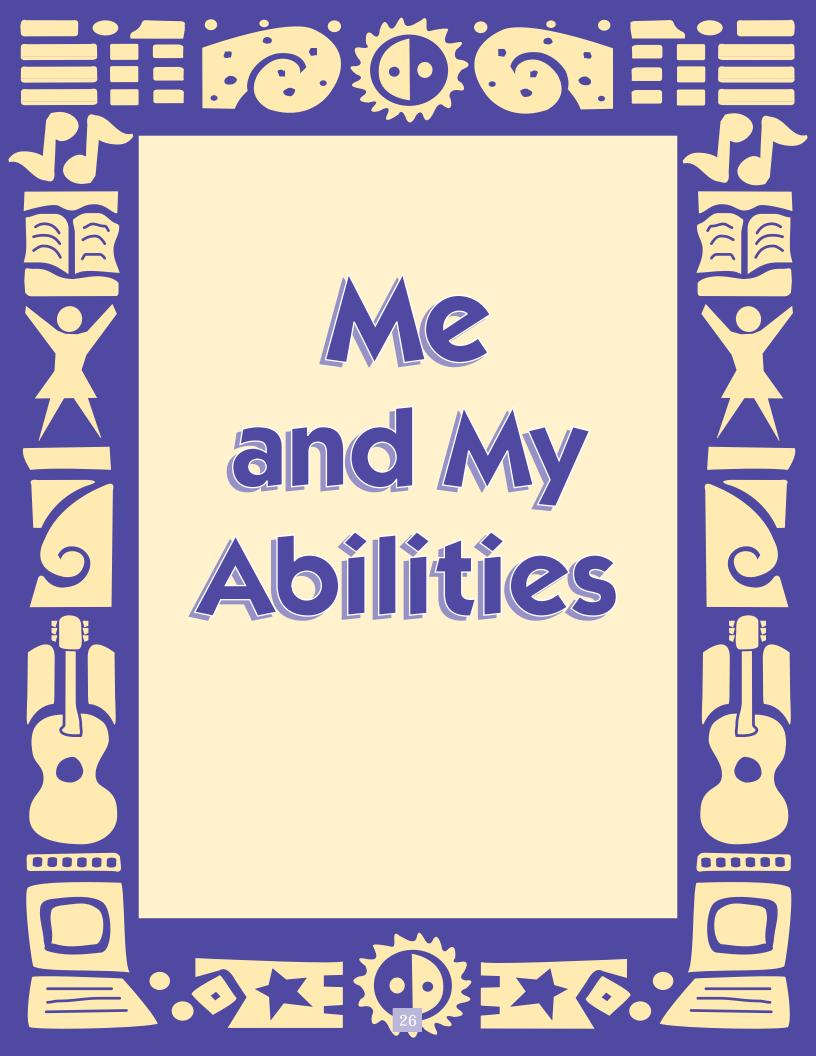
Friendships are a great source of well-being... What are yours like?

My best friend is
What is his/her cultural background?
What I like best about his/her personality is
What are his/her interests?
What values do you admire in him/her?
His/her best quality is
He/she is best at
How well do you and your friends relate?
Example: What interests do you have in common? Sophia and I both like the same music.
What interests do you have in common?
What does the friendship offer?
What do you offer?
What do you need from him/her?
In what way have you helped him/her?
In what way has he/she helped you?
In what situation?
What did you learn?











Feelings

It's important to understand that the way you feel affects your health. For starters, write down how your body reacts when you feel:

Emotion/ Feeling	When do you feel this way?	How does your body react?
Example: Shy	I feel shy when I am with people I don't know.	I blush. My hands sweat.
1. Нарру		
2. Sad		
3. Interested		
4. Bored		
5. Proud		
6. Guilty		
7. Self-confident		
8. Confused		
9. Angry		
10. Calm		

Emotional Needs

We all have emotional needs. Talk with people in your family so they can help you find out what things are most important to you.

Using the secret code provided on page 3 of this book, write down the most important emotional needs. If you don't understand some of the words, look them up in the dictionary or ask your parents or a teacher to explain them to you.

=	Protection
=	
=	
=	
=	
=	
=	
=	
=	
=	
	= = =



- Anger is a deep and normal feeling that you have a right to express.
- If you express it in a positive way, that means you are direct, honest and open. Therefore, you are assertive.
- If you express it in a negative way, that means you are passive or aggressive. This is not good for you.
- If you are passive, this means that you avoid problems and disagreements. Therefore, you can't defend your rights or express your anger, which leads others to take advantage of you.
- If you are aggressive, this means that you don't respect the rights of others and at the same time, you take advantage of them. You will not gain anything good with this attitude.
- On the other hand, if you decide to be assertive, you can express yourself with certainty and confidence in yourself. Thus, you will be able to recognize your rights and respect others.

How do you react when you are angry?

1.
2.
3.
4.
5.
6.
7.
8.
9.





Decisions



In this book you can practice learning how to make decisions. Every day we make decisions, some more important than others. Maybe you don't even realize when you decide what time to get up, what to wear, and if you are going to have breakfast. Since you do this daily, you don't even realize that these things are decisions.

As you get older, you will make more and more important decisions. For example, you will decide what classes to take and what job/profession you will have.

Choosing what is best for you is a skill you can learn little by little.

For example, learn to reject pressure from other people who push you to do things that are not good for you. Make your own decisions freely and responsibly and you will show that you are capable of choosing on your own.

For example, you will show firmness when you decide not to smoke, drink, or use illegal drugs, even if your friends insist that it's fun.

Below are some simple steps that you can use to make your own decisions.



- A. Think about the situation or problem and describe it clearly.
- B. Look for solutions.
- C. Choose the one that is best for you.

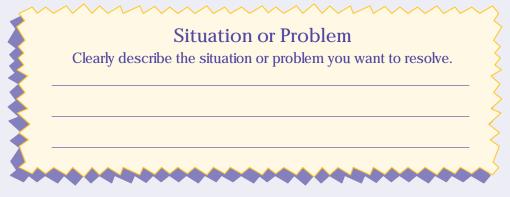






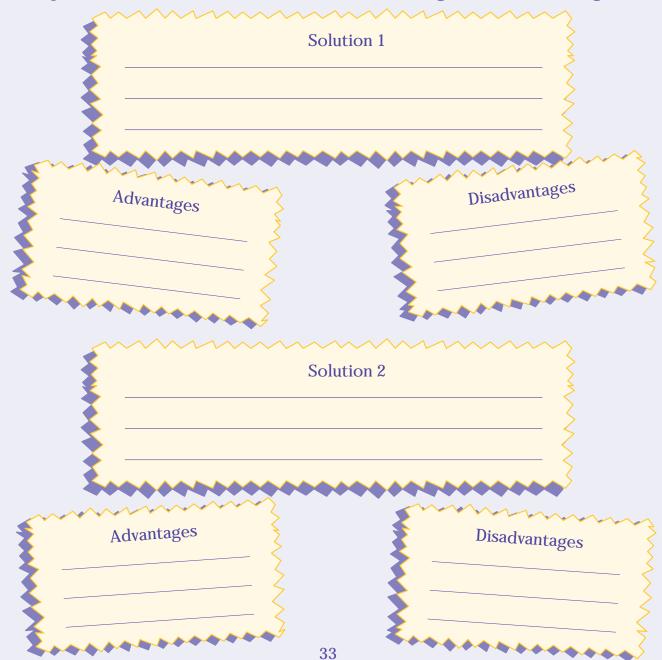


The following exercise will teach you how to make decisions responsibly.



Different Solutions

Write down the different solutions that you have thought of to resolve the situation or problem. For each solution describe the advantages and disadvantages.





If you have more solutions, add them in the same way.

My Decision

Out of all the solutions you wrote down, decide which is the best and make a list of the reasons for your decision.



Now that you made your decision...
Act responsibly.



My Future

We know that at your age it is hard to think about the future. It seems too far away. Even so, it is important that you learn to make plans for later on. These plans are called goals.

You can establish short-term goals, which means that you want to achieve something soon, maybe within a few days or a week.

You can also set long-term goals, which means that you want to achieve something later, maybe three months or a year from now.

The goals that you establish relate to your values, your wishes, your way of thinking, and with how you are as a person.

You already know that there are short-term and longterm goals. For example, straightening your bedroom tomorrow is a short-term goal. Studying to get an "A" on your English exam, at the end of this month, is a long-term goal.

My Goals

What are your short-term goals?

Examples: Studying for a science exam next week.

Saving money to buy a discman.



Monday	Tuesday	Wednesday	Thursday	Friday	Sature
2	3	4	5	6	7
9	10	11	12	13	14
16	17	18	19	20	21
23	24	25	26	27	28
30	31				
	9 16 23	9 10 16 17 23 24	2 3 4 9 10 11 16 17 18 23 24 25	2 3 4 5 9 10 11 12 16 17 18 19 23 24 25 26	2 3 4 5 6 9 10 11 12 13 16 17 18 19 20 23 24 25 26 27



Example:	Practicing my Spanish every day to improve my ability to write and speak it.

Plan your future and you will be more likely to succeed!

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	31				
L							

Optimistic

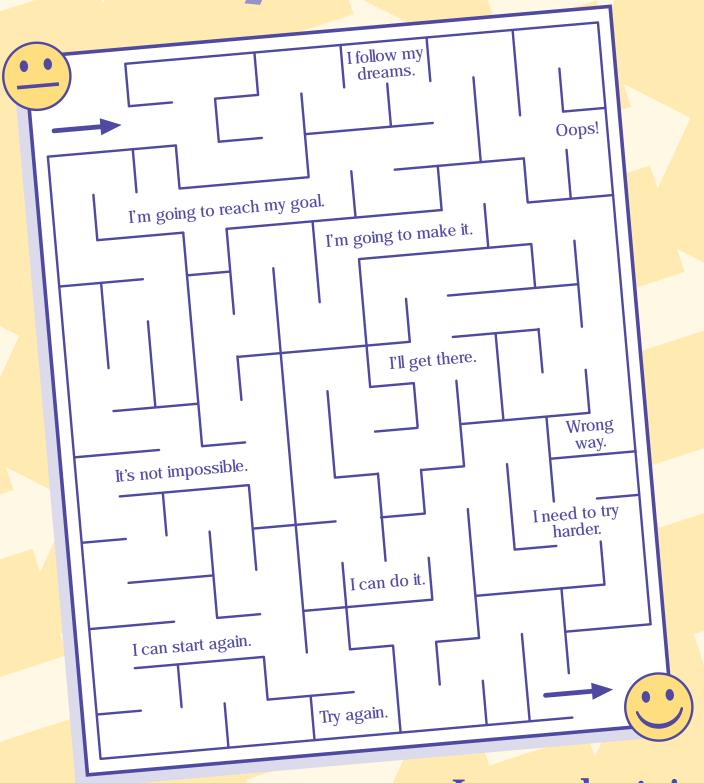
Different things happen to you every day. These things include beautiful surprises, fun-filled adventures, or bad moments.

Life is full of nice and not-so-nice surprises! The important thing is how you deal with them. If they are not pleasant, don't be discouraged. These are just temporary setbacks. Don't give up!

Be optimistic! Always try to think of higher goals and don't set aside your dreams. And above all, love yourself and try to build a nice future.



Try Hard!



I can do it!
I'm unique!

My Community Resources

Remember that you are not alone. Lean on your family, your friends and the community. Surround yourself with people who love you, respect you and can help you grow!

Contact information for people who can help you:

_	
~~~	
	Name:
	Address:
	Telephone:
	e-mail:
•	
	Name:
	Address:
	Telephone:
	e-mail: